

South Korean Star Hyun Bin signs lucrative deal in the Philippines

Actor Hyun Bin, who has endeared the world with his hit K-drama NETFLIX series Crash Landing On You, recently signed an exclusive advertising deal with mobile services provider Smart Communications Inc. in the Philippines.

A promotional advertisement for Smart Communications Inc. in the Philippines. The central figure is actor Hyun Bin, dressed in a black trench coat, holding a white smartphone with the Smart logo. He stands in front of a large, glowing digital screen that displays a Netflix interface with various Korean dramas like 'Kingdom', 'Money Heist', and 'Love Alarm'. The background is a futuristic cityscape with blue and purple lighting. Text at the top reads 'THE gigalife GIVES YOU A NEW WAY TO EXPERIENCE MOVIES, GAMES AND MUSIC.' and 'HOW DO I KNOW THIS?'. A green circular badge in the top right corner states 'The Philippines' FASTEST MOBILE DATA NETWORK' and 'Smart LTE', awarded by Ookla. Below this, it mentions 'Based on Speedtest Intelligence® data of Ookla® for Q1-Q4 2019, Ookla® trademarks used under license and reprinted with permission.' Social media icons for Facebook, Instagram, YouTube, Spotify, and Twitter are scattered around. In the bottom right, there's a game box for 'MOBILE LEGENDS: BANG BANG'. The 'Simple. Smart ako' logo is prominently displayed at the bottom center.

Metropolitan Manila Area, Jun 2, 2020 ([Issuewire.com](https://www.issuewire.com)) - This is the first time a Philippines-based telecoms company has tapped a South Korean star to be the face of its brand and is a bold statement for Smart as it asserts its commitment to bring amazing experiences to Filipinos through digital technology amidst the ongoing COVID-19 crisis.

Ad materials were shot in Seoul, South Korea and were helmed by advertising agency Grey Manila and production via Until Straight Shooters while PR and foreign media correspondents were assigned to PublicityAsia.

“The ‘Hyun Bin Phenomenon’ is pretty much due to digital technology - the Philippines have developed the Korean craze because they are able to stream his shows, hear the buzz about him online, share their excitement with their friends, and even get to interact with him through social media,” says Jane Jimenez Basas, SVP and Head of Consumer Wireless Business at Smart.

“This makes him a perfect ambassador as we empower Filipinos with technological solutions made easy so they can enrich their daily lives and pursue their passions,” she adds.

“Filipinos are some of the warmest fans in the world, and I am thankful that I am given a way to reach out to everyone in the Philippines. Indeed, technology has brought us closer than ever especially during these challenging times,” says Hyun Bin, who recently gained widespread recognition for his role as Captain Ri in the hit series Crash Landing On You.

In this Philippines campaign, the actor rides a sports car and zooms past the city streets – a fitting reference to the blazing speeds by which those subscribed to Smart can enjoy their daily dose of entertainment powered by Smart. The ad strongly concludes with Hyun Bin delivering Smart’s new tagline “Simple, I am Smart”.

“The campaign sums up our company’s approach all this time to make amazing technology available, and more importantly, simple for every subscriber,” says Alfredo S. Panlilio, Smart President and CEO and PLDT Chief Revenue Officer.

Smart draws from its history of innovating the simple things that are life-changing – from making mobile phones accessible to ordinary Filipinos, pioneering groundbreaking products such as Smart Load and Pass on Load, to democratizing mobile Internet along with its massive 3G and 4G network expansion.

“We are embracing our role as a digital lifestyle enabler that keeps innovating to make the life our customers simpler. Now that the world becomes more and more complicated, we believe that what matters most in life are the simplest things,” Panlilio adds.

Smart’s new campaign follows a string of recognitions from third-party mobile analytics firms that recognize Smart as the Philippines’ fastest mobile data network.

Ookla, the global leader in internet testing and analysis, cited Smart as The Philippines’ Speedtest Awards Winner for mobile network speed during Q1-Q4 2019. To win this award, Smart achieved a Speed Score™ of 17.40, with average speeds of 19.62 Mbps for download and 9.45 Mbps for upload.

On the other hand, Opensignal, an independent mobile analytics firm, reported in its April 2020 Mobile Network Experience Report* for the Philippines that Smart remained ahead of the competition in terms of Video Experience, Upload and Download Speed Experience, Voice App Experience, Games Experience, and 4G Availability.

These citations are a result of the continuous network expansion and upgrade of Smart on its mobile data network, which now supports a wide range of promos catering to the different passions and needs of consumers.



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Source : Smart Communications Inc.

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